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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

October 12, 1945

No. 132

1946 GOALS AND SUPPORT PRICES. . . . Suggested 1946 goals for fall and winter-sown flaxseed are as follows: Arizona--16,000 acres; California--117,000; and Texas--65,000; Total--198,000 acres. Support prices have not been announced on flaxseed.

Goals for all dry peas recommended for the six States leading in production of this crop are: Washington--214,000 acres; Idaho--115,000; Colorado--40,000; Oregon--20,000; N. Dakota--8,000; and Montana--3,000; Total--400,000 acres. Support prices for dry smooth peas at 90 percent of the comparable price as of July 1, 1946, will apply in accordance with the Steagall Amendment.

Suggested goals and support prices for the 1946 pig crop are being developed and should be available within the next week or ten days.

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CLEANINGS FROM THE OCTOBER CROP REPORT. . . . Total estimates 6 percent higher than the big crop year 1943. . . . Food grain production largest on record and feed grain, second largest. . . . All-time top records for 12 crops, including wheat, oats, rice, hops, and truck crops. . . . CORN--3,078,000,000 bu., 3rd largest on record. . . . PEANUTS--2,260,000,000 lbs., 54 percent above 10-year avg. . . . SUGAR BEETS--9,400,000 tons, just under 10-year avg. . . . APPLES--smallest crop on record. . . . POTATOES--435,395,000 bu. as compared with 375 million for 10-year average. . . . PEACHES--81,954,000 bu. as compared with 57 million for the 10-year average.

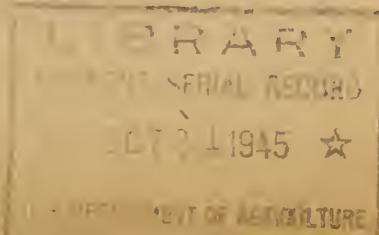
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VICTORY LOAN DRIVE FILMS. . . . Wide rural circulation for the following Treasury Department 16 mm. films made for use in the Eighth, or Victory Loan Drive, is being sought: "Diary of a Sergeant," "Stilwell Road," "It's Your America," "Target Invisible," "Army Air Forces--Pacific," "Peace Comes to America," "Voyage to Recovery," "The Fleet that Came to Stay," and "Conquest of the Night." The drive commences October 29 and ends December 8. Extension Service field personnel and others in the Department are cooperating in distribution of the films at the request of Treasury.

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JOHN BAKER TO BE RADIO CHIEF. . . . John C. Baker will assume his new duties as Chief of USDA's Radio Service soon, probably October 15. He was discharged from the U. S. Marines September 25 after about 18 months in Hawaii as First Lieutenant assigned to the Air Intelligence Corps. Mr. Baker is a former member of the USDA Radio Service and a special writer for the Secretary of Agriculture; also one-time farm program director for Station WLS, Chicago.

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N. J. MEETS HER WORLD NEIGHBORS. . . . The Department has been asked to supply display materials, movies, and the like on both United States agriculture and FAO to be used in a state-wide project called "New Jersey Meets Her World Neighbors." Rutgers University is sponsoring the project in cooperation with other educational and civic organizations, including the State College of agriculture, the State Grange, and the Farm Bureau.

On October 29, Rutgers will sponsor a forum discussion of FAO on Station WAAT at 8:30 p.m., EST, in a series of broadcasts on international cooperation. United States and foreign agriculturists will participate. The U. S. Office of Education will record the program and distribute it to schools through their script and record exchange service.

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USDA RELEASES OF SPECIAL IMPORTANCE. . . . 1945-46 canned fish allocation announced--1861; Cotton for paper program 1863; Establishment of PMA area offices for marketing in New York City--1873; Otto A. Zimmerli named Forest Service fiscal control chief--1896; Sugar deliveries quota control for civilians suspended by WFO 131-1A4--1899; Potato loan program extended for Long Island and New Jersey--1904; Set-asides on beef, veal, mutton (WFO 75.2, 75.4, 75.6) announced--1909; Hobart Creighton named head of PMA Poultry Branch--1911; Change announced in grower prices on apples for processing--1916;

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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE. . . . Ceiling prices for juice grapes fixed on per pound basis--OPA-T-3787; Changes in live hog regulation--OPA-T-3795; Suspension of price control for ginning services--OPA-5956; Red point loans for bidders for dry salt pork--OPA-5962; Applications for sugar for institutional users accepted up to October 31, 1945--OPA-5966; Ceiling prices on kraut removed--OPA-5948.

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MOVIE NEWS. . . . Two 16 mm. movies, "MEATS WITH APPROVAL," and "FARMERS FACE THE FUTURE" are scheduled for release to Department film depositories about November 1. The first is the story of federal meat inspection, how it is administered and how it helps protect health. Postwar conversion, production, and distribution problems are discussed in "Farmers Face the Future." Photography has begun on two other movies--one about rural electrification and the other about the Cotton South.

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TWO HELPS FOR SCS WRITERS recently processed are also applicable for other writers. "A Guide to Writing: by Wm. C. Pryor of SCS contains 7 pages of practical suggestions for writing." "How Does Your Writing Read?" by Tom Dale of SCS explains in 16 pages how to grade writing by the "Flesch Readability Formula" for ease or difficulty of reading. Single copies of either pamphlet may be obtained from the Information and Education Division of SCS.

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COTTON PICKING FOLLOWS. . . . The program planned for the Sixth National Cotton Picking Contest at Blytheville, Ark., October 5, was carried out but because of rainy weather the actual cotton picking contest was postponed until October 25. The program included the Secretary's speech mentioned in last week's Calendar, a cotton dress judging contest and other features.

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MEAT SET-ASIDES FOR FOREIGN PURCHASE. . . . Set-asides on the lower grades Federally-inspected beef, veal, and mutton will go into effect October 13, 1945, under amendments to War Food Orders 75.2 (beef), 75.4 (veal) and under WFO 75.6 (mutton), to procure meats for Government purchase for export, principally to Great Britain, France, Holland, and Belgium.

The adequate supply of meats of these grades in the United States will permit this procurement and allow for a per capita consumption in this country during the last quarter of 1945 at the rate of about 148 pounds per year--approximately 23 pounds greater than the pre-war average. Purchases for foreign shipment will be on a reimbursable basis and are expected to total about 500-600 million pounds of meat of all kinds during the last quarter of 1945.

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DAIRY PROGRAM FLYER. . . . A flyer consisting of the Secretary's message on the 8-point Dairy Program, a description of the 8 points, and a list of the materials to be included in promotional packets is expected to go out about November 15. The materials, which will be used by State Extension Service and Dairy Industry Committees will include: eight 15-minute transcriptions suggested radio spots and scripts, feature stories, leaflet for state printing, 11 ad mts, two feature cartoons, symbols, exhibits for displays, and an order blank.

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . October 9, the Senate Agriculture and Forestry Committee reported a bill to permit federal alcohol plants to produce sugars and syrups; the Senate agreed to a resolution requesting the Secretary of Agriculture to study and make recommendations regarding disposition of Government plants used to process farm products.

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INTERNATIONAL FOOD FIGURES. . . . The agricultural picture in 60 countries is reflected in statistical tables prepared by OFAR primarily for use at the Quebec Conference on FAO, October 16. The 125-page report entitled "Agricultural Production and Trade by Countries--Statistical Summaries for Pre-war Years" will be available for general distribution next week by OFAR. The portion for any one country may also be secured. The tables show, by commodity, the amount produced, exported, and imported in each country's "pre-war" year.

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ABUNDANT FOODS FOR NOVEMBER. . . . Carrots are newcomers to the plentiful foods list for November. Cabbage, Irish potatoes, and sweet potatoes will continue abundant. Long Island-grown cauliflower is expected to be in liberal supply in the principal markets in the Northeast, Central West, and South. In addition, there will be plenty of dry peas, wheat flour, breakfast cereals, and soya flour, grits, and flakes.

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SCHOOL BROADCASTERS TO DISCUSS FAO. . . . Department representatives will discuss
FAO at a panel discussion on public
service programs at the 9th annual meeting of the School Broadcast Conference
to be held in Chicago October 22-23.

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KIT FOR LABOR-SAVING SHOWS. . . . A kit of materials on how to conduct all-day
labor-saving shows is scheduled to go out to
State Extension Directors, Farm Labor Supervisors, Agricultural Engineers, and
Home Management Specialists next week. These shows are usually held in December,
January, and February. State AG Colleges demonstrate labor-saving equipment for
the farm and home. Farmers and their wives bring labor-saving devices they have
made.

Suggestions contained in the kit were gleaned from the experience of the States
that held labor-saving shows on a statewide basis last year. They include sample
letters to counties outlining organizational plans and responsibility, advertising
materials, ideas for contests, and fill-in stories. A summarizing folder also
included in the kit will be available soon for general distribution by Extension
Service. Ask for Extension Farm Labor Circular 31, "Labor Saving Shows Help Farm
People Find Easier and Better Ways to Do Their Work." The first of these shows
was held in Washington State in 1943. Last year several more States held labor-
saving shows, each of which was attended by approximately 1,000 people. In
Wisconsin, safety in the use of farm and home equipment was also stressed at the
shows.

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"RADIO-ACTIVITY" OCTOBER 20. . . . CONSUMER TIME has scheduled the following
speakers for its pick-up from the FAO Con-
ference at Quebec: A. M. Duckham of the United Kingdom Ministry of Agriculture
and Forestry; Miss Woot-Tsuen Wu, eminent nutritionist from China; and Anna Lord
Strauss, President of the League of Women Voters, USA. . . . YOUR HOME AND GARDEN--
the Moore-DuMars team will discuss "October in the flower garden" and Ruth Van Deman
will present homemaker news. . . . NAT'L FARM AND HOME HOUR--J. A. Fitzwater,
Chief of USDA's Division of State Forestry, will discuss proper care and use of the
farm woodlot.

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RECENT USDA PUBLICATIONS. . . . How and Where to Obtain Motion Pictures of the
U. S. Department of Agriculture, AIS-26, 8 p.
folder; Impact of the War on the Financial Structure of Agriculture, Misc. Pub. No.
567, 199 p.; Biology of the Tobacco Hornworm in the Southern Cigar-Tobacco District,
Tech. Bul. No. 896, 51 p.; Factors Affecting Curly Top Damage to Sugar Beets in
Southern Idaho, Tech. Bul. No. 897, 29 p.; Conserving Soil and Moisture in Orchards
and Vineyards, Farmers' Bul. No. 1970, 30 p.; Handling and Storing Soft Corn on
the Farm, Farmers' Bul. No. 1976, 13 p.; Agricultural Buildings for Counties,
OPO Pub. No. 6, 16 p.; Will Making Concrete Block Pay in Your Community?, Indus.
(Small Business) Series No. 23, 52 p.--by USDA and Dept. of Commerce.

CHANGE IN FAO BROADCAST. . . . The last named radio program on FAO announced in
last week's Calendar has been changed to October 13,
7:00 p.m., EST over NBC from October 20 at the same time. L. B. Pearson and
Gove Hambridge will be interviewed about FAO on the 13th as one of a series of
programs sponsored by the State Department entitled "Our Foreign Policy."

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